

EXECUTIVE DIRECTOR, Minnesota Fringe Festival (2013 – 2016)

Full oversight of staff of 6, plus over 450 seasonal staff and volunteers. Public face of the organization for press, outreach, and relationships with artists, vendors, arts organizations, and other partners.

- Redesigned Fringe's marketing efforts for greater effectiveness and lower costs, while setting attendance records in both 2014 and 2015.
- Built a custom ticketing system based on a popular e-commerce platform, improving speed, reliability, and customer service while reducing costs by over \$30,000/year.
- Completed transition to a cloud based Salesforce database and trained staff in the new system.
- Managed the complete overhaul of 3 different Fringe websites into one adaptable, mobile-first, year-round site that better serves the organization, artists, and audiences while eliminating costly changeovers and annual redesigns.
- Instituted a series of process improvements that reduced audience complaints by 90%.
- Managed a full rebrand that was completed on time, under budget, and immediately attracted a dramatic increase in web traffic from our target 20-35 demographic.

ASSOCIATE DIRECTOR, Minnesota Fringe Festival (2009 – 2013)

Everything below plus: Venue negotiations and rental contracts. Social media, including the creation of staff social media policy and training programs for Fringe artists. Increased involvement in festival marketing strategy and strategic planning. Preparation of Fringe tax filings.

- Increased social media followers by 35% and was invited to speak on social media best practices social at the 2012 World Fringe Congress in Edinburgh, Scotland.
- Managed the transition of Fringe Central to a bar-hosted event after the closure of Bedlam Theatre.
- Managed the transition to the IRS's complex new Form 990 for nonprofits.
- Switched the Fringe to iPad-based Square credit card processing, reducing costs and increasing efficiency.

DIRECTOR OF PRODUCTION AND SPONSORSHIP, Minnesota Fringe Festival (2007 – 2009)

Everything below plus: Soliciting, negotiating, and executing sponsorships for the festival and ancillary events. Selling ads and managing relationships with print sponsors. Join Executive and Design directors in designing marketing strategy for the festival and other events. Manage office technology, including equipment upgrades and repairs and switch to Google Apps for Business. Travel with ED outstate and throughout the Midwest to promote involvement in MN Fringe. Attend annual USAFF conferences.

- Doubled sponsorship revenue over 5 years during an economic downturn
- Anticipated the collapse of print ad revenue and extracted Fringe from a \$36,000/year ad sales obligation to City Pages.

TECHNICAL DIRECTOR, Minnesota Fringe Festival (2001 – 2007)

Responsible for writing guides and teaching workshops in technical production for Fringe artists, outfitting festival venues, hiring, training, and managing of team of over 25 technicians, and creating schedules and balancing needs of venues, artists, and Fringe staff. Worked with 3 different executive directors to set production budgets for festival.

- Leveraged community relationships and improved planning to dramatically reduce costs. Fringe production materials and equipment rental budget in 2013 was lower than in 2000.
- Replaced venue tours with online venue photos and drawings to improve information availability for all Fringe artists, especially those from out of town.
- Created a custom MS Access database, connected to Fringe master database, to streamline festival production and improve communication between artists, venues, and staff.

EDUCATION

University of MN-Twin Cities: B.S. Theatre (Directing and Lighting Design)
University of MN Carlson School of Management: B.S. Management (Marketing and Finance)
Lincoln Center Directors' Lab

RELEVANT EXPERIENCE AND SKILLS

Grant panelist for Minnesota State Arts Board and MRAC, Board President at Four Humors Theater 2011-2012, proficient in PC and Apple platforms, Microsoft Office, Salesforce, Shopify, and database design, 990 preparation and filing.